

ORDER



Orders
Order / Rev: 201797
Alt Order #: 06845124
Product Desc: 10/23-10/29 PRIORITIES USA
Estimate: 1566
Flight Dates: 10/23/12 - 10/29/12
Original Date / Rev: 08/28/12 / 08/28/12
Order Type: REG

WVBT

Primary AE: Petry Philadelphia
Sales Office: P-PHI
Sales Region: Nat

Agency
Name: Mundy Katowitz Media
Buying Contact:
Billing Contact:
 1322 G Street, Southeast
 Washington, DC 20003

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: POL/Priorities USA Action
Demographic: A35+
Product Codes: PL2
Priority: P2
Revenue Codes: AGY, POL, POL-ISS

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID: IN7584/SP7302

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	22	\$8,400.00	\$7,140.00
10/29/12	10/29/12	4	\$850.00	\$722.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	22	\$8,400.00	\$7,140.00	0.00
November 2012	4	\$850.00	\$722.50	0.00
Totals	26	\$9,250.00	\$7,862.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Petry Philadelphia			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WVBT	8%	\$9,250.00
Market	100%	\$115,625.00

Competitive Share

	Share	Total
CABLE	0%	\$0.00
NFLWS	0%	\$0.00
UNKWN	0%	\$0.00
WAVY	33%	\$38,156.25
WGNT	6%	\$6,937.50
WHRO	0%	\$0.00
WPEN	0%	\$0.00
WPXV	0%	\$0.00
WTKR	23%	\$26,593.75
WTVZ	4%	\$4,625.00
WVEC	26%	\$30,062.50

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WVBT	10/23/12	10/23/12	M-F 10-11a Millionaire	CM	10-11a	-T-----	:30	1	\$100.00	P1	0.00	NM	1	\$100.00
MILLIONAIRE <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 -T----- 1 \$100.00 0.00															
2	WVBT	10/24/12	10/24/12		CM	10-11a	--W----	:30	1	\$100.00	P1	0.00	NM	1	\$100.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 10-11a Millionaire										
				MILLIONAIRE										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	--W----				1	\$100.00		0.00			
3	WVBT	10/25/12	10/25/12	M-F 10-11a Millionaire	CM	10-11a ---T---	:30	1	\$100.00	P1	0.00	NM	1	\$100.00
				MILLIONAIRE										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	---T---				1	\$100.00		0.00			
4	WVBT	10/26/12	10/26/12	M-F 10-11a Millionaire	CM	10-11a ----F--	:30	1	\$100.00	P1	0.00	NM	1	\$100.00
				MILLIONAIRE										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	----F--				1	\$100.00		0.00			
5	WVBT	10/29/12	10/29/12	M-F 10-11a Millionaire	CM	10-11a M-----	:30	1	\$100.00	P1	0.00	NM	1	\$100.00
				MILLIONAIRE										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	M-----				1	\$100.00		0.00			
6	WVBT	10/23/12	10/23/12	M-F 4-5p M-F 4-5p	CM	4-5p -T-----	:30	1	\$200.00	P1	0.00	NM	1	\$200.00
				JERRY SPRINGER										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-T-----				1	\$200.00		0.00			
7	WVBT	10/24/12	10/24/12	M-F 4-5p M-F 4-5p	CM	4-5p --W----	:30	1	\$200.00	P1	0.00	NM	1	\$200.00
				JERRY SPRINGER										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	--W----				1	\$200.00		0.00			
8	WVBT	10/25/12	10/25/12	M-F 4-5p M-F 4-5p	CM	4-5p ---T---	:30	1	\$200.00	P1	0.00	NM	1	\$200.00
				JERRY SPRINGER										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	---T---				1	\$200.00		0.00			
9	WVBT	10/26/12	10/26/12	M-F 4-5p M-F 4-5p	CM	4-5p ----F--	:30	1	\$200.00	P1	0.00	NM	1	\$200.00
				JERRY SPRINGER										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	----F--				1	\$200.00		0.00			
10	WVBT	10/29/12	10/29/12	M-F 4-5p M-F 4-5p	CM	4-5p M-----	:30	1	\$200.00	P1	0.00	NM	1	\$200.00
				JERRY SPRINGER										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	M-----				1	\$200.00		0.00			
11	WVBT	10/23/12	10/23/12	M-F 5-6p Steve Wilkos	CM	5-6p -T-----	:30	1	\$250.00	P1	0.00	NM	1	\$250.00
				STEVE WILKOS										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-T-----				1	\$250.00		0.00			
12	WVBT	10/24/12	10/24/12	M-F 5-6p Steve Wilkos	CM	5-6p --W----	:30	1	\$250.00	P1	0.00	NM	1	\$250.00
				STEVE WILKOS										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	--W----				1	\$250.00		0.00			
13	WVBT	10/25/12	10/25/12	M-F 5-6p Steve Wilkos	CM	5-6p ---T---	:30	1	\$250.00	P1	0.00	NM	1	\$250.00
				STEVE WILKOS										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	---T---				1	\$250.00		0.00			
14	WVBT	10/26/12	10/26/12		CM	5-6p ----F--	:30	1	\$250.00	P1	0.00	NM	1	\$250.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 5-6p Steve Wilkos										
				STEVE WILKOS										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	----F--				1	\$250.00		0.00			
15	WVBT	10/29/12	10/29/12	M-F 5-6p Steve Wilkos	CM	5-6p M-----	:30	1	\$250.00	P1	0.00	NM	1	\$250.00
				STEVE WILKOS										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	M-----				1	\$250.00		0.00			
16	WVBT	10/23/12	10/23/12	M-F 6-7p Maury Povich	CM	6-7p -T-----	:30	1	\$250.00	P1	0.00	NM	1	\$250.00
				MAURY POVICH										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-T-----				1	\$250.00		0.00			
17	WVBT	10/26/12	10/26/12	M-F 6-7p Maury Povich	CM	6-7p ----F--	:30	1	\$250.00	P1	0.00	NM	1	\$250.00
				MAURY POVICH										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	----F--				1	\$250.00		0.00			
18	WVBT	10/24/12	10/24/12	M-F 7-730p M-F 7-730p	CM	7-730p --W----	:30	1	\$400.00	P1	0.00	NM	1	\$400.00
				TMZ										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--W----				1	\$400.00		0.00			
19	WVBT	10/25/12	10/25/12	M-F 730-8p 30 Rock	CM	730-8p ---T---	:30	1	\$400.00	P1	0.00	NM	1	\$400.00
				DISH NATION										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	---T---				1	\$400.00		0.00			
20	WVBT	10/24/12	10/24/12	Late News (After Sports) Late News (after Sports)	CM	Late News (after S)-W----	:30	1	\$1,200.00	P1	0.00	NM	1	\$1,200.00
				LATE NEWS										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--W----				1	\$1,200.00		0.00			
21	WVBT	10/25/12	10/25/12	Late News (After Sports) Late News (after Sports)	CM	Late News (after S)-T---	:30	1	\$1,200.00	P1	0.00	NM	1	\$1,200.00
				LATE NEWS										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	---T---				1	\$1,200.00		0.00			
22	WVBT	10/23/12	10/23/12	M-F 1045-11p Fox Sportswrap	CM	1045-11p -T-----	:30	1	\$500.00	P2	0.00	NM	1	\$500.00
				SPORTSWRAP										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-T-----				1	\$500.00		0.00			
24	WVBT	10/24/12	10/24/12	M-F 1130p-12a M-F 1130p-12a	CM	1130-12a --W----	:30	1	\$300.00	P1	0.00	NM	1	\$300.00
				EXTRA										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--W----				1	\$300.00		0.00			
25	WVBT	10/29/12	10/29/12	M-F 1130p-12a M-F 1130p-12a	CM	1130-12a M-----	:30	1	\$300.00	P1	0.00	NM	1	\$300.00
				EXTRA										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	M-----				1	\$300.00		0.00			
26	WVBT	10/28/12	10/28/12	Late News (After Sports) Late News (after Sports)	CM	Late News (after S)-----S	:30	1	\$1,200.00	P1	0.00	NM	1	\$1,200.00
				SUNDAY LATE NEWS										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S				1	\$1,200.00		0.00			
N27	WVBT	10/26/12	10/26/12		CM	1045-11p ----F--	:30	1	\$500.00	P2	0.00	NM	1	\$500.00

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				M-F 1045-11p											
				Fox Sportswrap											
SPORTSWRAP															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	- - - - F - -			1			\$500.00		0.00			
													Totals	26	\$9,250.00